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| **Description:** | **Audience:**  **Who is this ad for? [Age, gender, lifestyle.]** | **Persuasive Devices:**  **How does the ad make the product desirable?** | **Effect:**  **What is the ad saying you will have/be if you bought this product?** |  |
| **We see lots of toddlers who are saying how much they love the product. Two different scenes are cut into each other. Firstly a toddler will talk about how much they love the product and then we see an adult’s hand pouring the washing detergent into the washing machine.** | **I think this ad would appeal to mothers as it’s the mothers who do the washing around the house. This would also appeal to mothers as for they would want there kids to feel comfortable in their clothes.** | **This ad appeals to mothers because the kids are saying how much they love the product.” Thanks for making a cuddly robe for me.” This appeals to mother’s as for the kids want their parents to buy the product so they can be comfortable and love their parents because of it.** | **This ad would make mothers feel as if they need to buy the washing detergent because it makes their kids clothes soft and comfortable, and their kids will love it. Mother’s I know would definitely want their kids to have the best so this ad is saying that they will be comfortable and love you for using the washing detergent.** |  |